(THAILAND)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	81.6	78.1	78.8	80.9	84.7	85.9
FILTER MENTHOL	3.4	6.0	7.0	7.9	8.7	9.0
PLAIN	15.0	15.9	14.2	11.2	6.6	5.1
PRICE SEGMENTATION %						
PREMIUM (16 & ABOVE)	0.0	0.0	1.0	2.0	2.7	3.8
HIGH (13)	77.9	83.6	81.0	86.0	91.7	92.0
LOW/MEDIUM (4-9)	22.1	16.4	18.0	12.0	5.6	4.2
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR (>16)	100	100	100	100	99.8	99.5
MEDIUM FLAVOR (16+BELOW)	0.0	0.0	0.0	0.0	0.2	0.5
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	67.0	74.0	76.5	80.8	87.1	89.3
VIRGINIA	29.7	17.2	14.7	13.6	10.2	8.6
THAI BLENDED	3.3	8.7	8.8	5.6	2.7	2.1
LENGTH SEGMENTATION %						
70 MM	15.0	15.9	14.2	11.2	6.6	5.1
80 MM - 85 MM	85.0	84.1	85.8	88.8	93.4	94.8
100 MM - 120 MM	---	---	---	---	---	0.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4	99.4	99.4	98.2	97.9	98.1
FLIP TOP BOX	0.6	0.6	0.6	1.8	2.1	1.9

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(THAILAND)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	2	2	2	2
D) MAGAZINES	3	3	2	2	2	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	3	3	3	3	3	2
G) BILLBOARDS	3	3	2	2	2	2
H) CINEMA	3	2	2	2	2	2
I) SAMPLING	2	3	3	3	3	2

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

LATIN AMERICA

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2054136868

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: ARGENTINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	38.1	34.3	33.9	33.5	34.9	37.2
POPULATION TOTAL (MILLIONS)	30.7	31.1	31.5	32.0	32.4	32.8
PER CAPITA CONSUMPTION	1,241	1,102	1,075	1,048	1,077	1,134
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	31.0	N.A.	30.0	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	25.0	N.A.	24.0	N.A.	N.A.
% OF MALE POPULATION	N.A.	38.0	N.A.	35.0	N.A.	N.A.
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.5	57.2	57.3	55.9	52.5	47.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.5	42.8	42.7	44.1	47.5	52.5

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(ARGENTINA)

			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.I.	MASS-PART	10.7	8.9	10.2	12.1	17.8	24.7
2) DERBY	B.A.T.	NOB-PIC	--	12.1	27.0	26.3	24.3	20.5
3) JOCKEY CLUB	B.A.T.	NOB-PIC	30.4	25.8	17.6	16.9	15.9	15.5
4) LE MANS	P.M.I.	MASS-PART	5.9	9.0	11.9	11.6	10.3	8.7
5) 43/70	B.A.T.	NOB-PIC	10.3	8.5	6.5	6.6	6.1	5.5
6) L & M	P.M.I.	MASS-PART	5.5	4.0	3.4	3.0	3.3	3.6
7) PARLIAMENT	P.M.I.	MASS-PART	3.0	2.0	1.9	1.7	2.3	3.0
8) PARISIENNES	B.A.T.	NOB-PIC	2.7	2.5	2.6	2.6	2.7	2.8
9) CHESTERFIELD	P.M.I.	MASS-PART	7.9	5.8	3.9	3.3	3.0	2.7
10) PHILIP MORRIS	P.M.I.	MASS-PART	1.7	2.4	2.1	3.6	3.2	2.6
11) IMPARCIALES	P.M.I.	MASS-PART	3.2	2.8	2.5	2.4	2.3	2.2
12) PARTICULARES	P.M.I.	MASS-PART	2.6	2.3	2.1	2.0	1.8	1.5
13) COLORADO	P.M.I.	MASS-PART	3.3	2.7	1.6	1.4	1.2	1.1
14) CONWAY	B.A.T.	NOB-PIC	3.4	3.4	1.3	1.6	1.3	1.0
15) CAMEL	R.J.R.	NOB-PIC	1.1	0.8	0.7	0.6	0.7	0.9
16) PALL MALL	B.A.T.	NOB-PIC	0.9	0.7	0.6	0.5	0.5	0.4
17) COLT	B.A.T.	NOB-NIC	3.5	2.1	0.5	0.4	0.3	0.2
OTHERS			3.9	4.5	3.6	3.4	3.0	3.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US$ 1.50 plus		9.3	6.2	6.5	6.0	7.1	13.0
HIGH	US$ 1.35 to 1.40		21.6	16.9	14.8	15.6	21.8	24.6
MEDIUM HIGH	US$ 1.30		7.8	7.2	6.1	5.6	5.5	5.4
MEDIUM LOW	US$ 1.25		38.0	35.5	28.2	29.1	26.6	24.9
LOW	US$ 1.17		23.3	34.2	44.4	43.7	39.0	32.1
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			20.0	22.8	28.0	27.7	26.2	23.6
HIGH/FULL FLAVOR			80.0	77.2	72.0	72.3	73.8	76.4

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(ARGENTINA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	80.5	83.5	86.0	86.1	87.1	87.9
MIXED	16.8	14.1	11.8	11.9	11.1	10.6
BLACK	2.7	2.4	2.2	2.0	1.8	1.5
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.1	---	--	--	--
80 MM TO 85 MM	81.5	84.0	85.2	85.8	86.4	86.3
100 MM	18.0	15.7	14.6	14.0	13.4	13.6
OVER 100 MM	0.3	0.2	0.2	0.2	0.2	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.7	11.9	12.2	10.3	9.1	7.8
20 CIGTS/PACK	93.3	88.1	87.8	89.7	90.9	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	97.1	96.3	96.5	93.4	87.8
FLIP TOP BOX	4.4	2.9	3.7	3.5	6.6	12.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(ARGENTINA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,287	3,245	3,024	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: BOLIVIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.88	0.94	1.00	0.97	1.02	1.08
POPULATION TOTAL (MILLIONS)	6.7	6.7	7.1	7.1	N.A.	6.3
PER CAPITA CONSUMPTION	131	134	142	136	N.A.	171
COMPANY SHARES %						
1) COMPANIA INDUSTRIAL DE TABACOS	100.0	100.0	100.0	100.0	100.0	100.0
2) BOLIVIA AMERICAN TOBACCO	--	--	--	--	--	--
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1) L & M — P.M.I. — C.I.T.S.A.	46.56	47.81	48.43	52.00	49.20	41.80
2) CASINO — C.I.T.S.A. — C.I.T.S.A.	19.93	18.80	17.87	17.67	22.10	23.63
3) ASTORIA — C.I.T.S.A. — C.I.T.S.A.	17.26	17.34	16.57	16.37	15.64	14.57
4) DERBY — C.I.T.S.A. — C.I.T.S.A.	2.97	2.47	2.06	3.19	4.29	5.09
5) BIG BEN — P.M.I. — C.I.T.S.A.	5.26	4.10	3.43	3.30	3.56	3.10
6) COLORADO — P.M.I. — C.I.T.S.A.	6.86	5.45	3.65	2.74	2.76	2.32
7) MARLBORO — P.M.I. — C.I.T.S.A.	1.10	4.00	7.71	4.58	2.21	1.71
10) CAMBA — C.I.T.S.A. — C.I.T.S.A.	--	--	0.24	0.15	0.2	0.20
11) OTHERS	0.06	0.03	0.04	0.00	0.04	7.58

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(BOLIVIA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	82.7	82.6	83.4	83.6	84.3	85.4
NON-FILTER	17.3	17.4	16.6	16.4	15.7	14.6
PRICE SEGMENTATION %						
PREMIUM	1.1	4.0	7.7	4.6	6.3	5.4
HIGH	46.5	47.8	55.5	58.0	51.4	43.6
MEDIUM	3.5	12.1	2.1	3.2	4.3	12.6
LOW	40.3	36.1	34.7	34.2	37.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	62.8	63.8	65.3	65.8	62.1	61.6
BLACK	37.3	36.2	34.7	34.2	37.9	38.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	96.9	92.2	94.2	95.6	90.3
FLIP TOP BOX	--	3.1	7.8	5.8	4.4	9.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(BOLIVIA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	YES	YES	YES	YES	YES
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: BRAZIL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	161.2	157.5	162.2	163.6	155.7	126.9
POPULATION TOTAL (MILLIONS)	141.5	144.4	147.4	150.4	153.3	156.3
PER CAPITA CONSUMPTION	1,139	1,091	1,100	1,088	1,016	812
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	32.5	32.5	32.4	29.4	N.A.
% OF FEMALE POPULATION	27.0	26.6	27.3	27.2	26.2	N.A.
% OF MALE POPULATION	41.8	38.9	38.3	38.1	32.9	N.A.
COMPANY SHARES %						
1) B.A.T.	81.4	79.7	80.0	82.1	84.1	83.7
2) PHILIP MORRIS	8.3	8.0	8.1	15.2	13.8	14.7
3) R.J. REYNOLDS	8.2	9.5	9.2	--	--	--
OTHERS	2.1	2.8	2.7	2.7	2.1	1.6

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(BRAZIL)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	25.9	20.5	18.8	16.9	17.9	16.9
2) BELMONT	C.C.S.C.	B.A.T.	18.3	19.8	19.7	18.9	16.2	16.8
3) PLAZA	C.C.S.C.	B.A.T.	12.3	14.0	13.4	15.3	15.5	15.4
4) FREE	C.C.S.C.	B.A.T.	5.3	6.4	7.3	9.2	11.7	11.8
5) RITZ	C.C.S.C.	B.A.T.	0.2	2.2	5.8	7.1	7.2	9.7
6) CARLTON	B.A.T.	B.A.T	6.1	5.5	5.8	6.2	7.5	6.7
7) PALACE	P.M.B.	P.M.	--	0.2	1.4	1.7	2.3	2.8
8) L&M LIGHTS	P.M.B.	P.M.	--	--	--	--	--	2.3
9) MARLBORO	P.M.I.	P.M.	1.4	1.3	1.4	1.6	2.1	2.1
10) MUSTANG	P.M.B.	P.M.B.	5.0	4.9	4.1	3.4	2.6	1.9
11) CONTINENTAL	C.C.S.C.	B.A.T.	3.9	3.2	2.5	2.4	2.8	1.5
12) VICEROY	C.C.S.C.	B.A.T.	--	--	--	--	--	1.5
13) MINISTER	C.C.S.C.	B.A.T.	3.4	2.6	2.2	1.8	1.7	1.3
14) MISTURA FINA	P.M.I.	P.M.	2.4	2.3	1.8	1.5	1.3	1.2
15) GALAXY	P.M.I.	P.M.	1.6	1.2	1.0	0.9	1.0	0.9
16) ELMO	C.C.S.C.	B.A.T.	1.0	1.1	0.9	1.1	0.5	--
17) MONTREAL	C.C.S.C.	B.A.T.	1.4	1.7	1.5	1.3	0.4	--
18) MONTEREY	P.M.B.	P.M.	1.0	0.8	0.5	0.4	0.3	0.2
19) ARIZONA	C.C.S.C.	B.A.T	1.0	0.6	0.3	0.2	--	--
OTHERS			9.8	11.7	11.6	10.1	9.0	7.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.2	98.2	98.5	98.5	99.0	99.6
FILTER MENTHOL			0.2	0.1	0.1	0.1	0.1	0.1
NON-FILTER			1.6	1.7	1.4	1.4	0.9	0.3
PRICE SEGMENTATION %								
PREMIUM (VI)			1.4	1.2	1.2	1.1	1.3	1.1
HIGH (V)			15.6	13.2	13.4	13.5	15.4	13.1
MEDIUM (IV, III)			49.7	45.6	43.0	44.0	47.8	47.6
LOW (II, I)*			33.3	40.0	42.4	41.4	35.5	38.2

*In 1992, the low segment (Category II) is the largest individual segment at 35%.

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(BRAZIL)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (6 - 10 mg.)	5.6	6.4	7.2	9.5	12.7	16.8
MEDIUM (10 - 15 mg.)	54.2	49.0	49.6	50.5	36.9	37.8
HIGH/FULL FLAVOR (15 mg and over)	40.2	44.6	43.2	40.0	50.4	45.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.5	0.1	0.1	--	--
80 MM to 85 MM	92.2	91.0	89.1	87.9	87.9	87.1
90 MM	0.1	0.6	0.8	0.8	0.8	0.9
100 MM	7.6	8.5	10.8	11.2	11.3	12.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	90.7	90.7	88.8	88.3	87.0	83.6
FLIP TOP BOX	9.3	9.3	11.2	11.7	13.0	16.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(BRAZIL)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	180.9	184.8	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	181.4	185.3	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	22,000.0	N.A.	N.A.	N.A.	N.A.	N.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: CHILE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.8	9.4	10.0	10.3	10.4	10.3
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.5	12.7	12.9	13.1	13.2
PER CAPITA CONSUMPTION	733	752	787	798	794	780
COMPANY SHARES %						
1) BAT (C.C.T.)	95.8	96.6	97.0	97.2	97.8	97.5
2) PHILIP MORRIS (MANUF. FACIL)	3.3	3.1	2.8	2.8	2.2	2.5
3) RJR (COSUR)	0.9	0.3	0.2	--	--	--

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(CHILE)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ADVANCE	B.A.T.	C.C.T.	24.4	23.2	21.3	20.6	20.1	18.4
2)LIFE	B.A.T.	C.C.T.	1.7	0.9	3.8	8.4	13.8	18.1
3)DERBY	B.A.T.	C.C.T.	23.2	23.5	21.8	19.5	17.9	16.1
4)BELMONT	B.A.T.	C.C.T.	9.9	9.4	9.7	12.5	14.1	13.8
5)HILTON	B.A.T.	C.C.T.	8.6	9.0	10.6	9.8	9.6	10.7
6)VICEROY	B.A.T.	C.C.T	8.3	10.1	8.3	9.2	7.2	6.9
7)KENT	B.A.T.	C.C.T.	5.2	5.2	4.6	4.4	3.5	3.9
8)PALL MALL	B.A.T.	C.C.T.	2.0	1.9	3.5	3.8	3.2	3.5
9)LUCKY STRIKE	B.A.T.	C.C.T.	2.0	2.5	2.7	3.6	3.6	3.1
10)RECORD	B.A.T.	C.C.T.	6.1	8.3	7.5	4.0	3.5	2.2
11)MARLBORO	PHILIP MORRIS	F.A.C.I.L.	0.2	0.4	0.6	0.7	0.5	1.0
12)BOND	PHILIP MORRIS	F.A.C.I.L.	0.8	0.8	0.8	0.8	0.7	0.6
13)CHESTERFIELD	PHILIP MORRIS	F.A.C.I.L.	0.7	0.6	0.5	0.6	0.5	0.5
14)WINDSOR	B.A.T.	C.C.T.	1.1	1.0	1.1	1.0	0.8	0.4
15)TURBO	F.A.C.I.L.	F.A.C.I.L.	1.1	0.9	0.6	0.5	0.3	0.3
16)GALAXY			--	--	--	--	--	0.1
17)CASSINO	B.A.T.	C.C.T.	1.4	0.4	0.2	0.2	0.2	0.0
OTHERS			2.3	1.9	2.4	0.4	0.5	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.7	99.0	99.0	99.3	99.2	99.9
FILTER MENTHOL			0.4	--	0.1	--	0.1	0.1
NON-FILTER			0.9	1.0	0.9	0.7	0.7	0.0
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			9.4	9.5	4.8	4.3	3.8	4.2
HIGH			18.7	7.3	21.2	21.3	7.3	7.2
MEDIUM			25.4	38.5	49.1	50.5	24.9	22.7
MEDIUM/LOW			39.0	33.4	7.6	11.7	39.3	36.2
LOW			7.6	11.3	17.3	12.2	24.7	29.7
PACK TYPE SEGMENTATION %								
SOFT PACK			97.3	96.4	96.0	93.4	94.0	92.2
FLIP TOP BOX			2.7	3.6	4.0	6.6	6.0	7.8

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(CHILE)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: COLOMBIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18;100	17,002	16,550	16,500	16,100	16,680
POPULATION TOTAL (MILLIONS)	28.9	30.0	30.5	31.0	31.6	34.3
PER CAPITA CONSUMPTION	626	567	543	532	510	486
COMPANY SHARES %						
1)CIA. COLOMBIANA DE TABACO (COL)	68.0	68.3	68.8	65.7	63.2	65.0
2)PROTABACO S.A. (PRO)	32.0	31.7	31.2	34.3	36.8	35.0

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COLOMBIA)			1987	1988	1989	1990	1991	1992
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ROYAL	COL	COL	15.4	14.8	16.5	20.1	23.6	
2)PRESIDENT	PRO	PRO	18.3	18.2	17.0	20.5	22.2	
3)MUSTANG	PRO	PRO	13.7	13.5	14.2	13.8	14.6	
4)IMPERIAL SP	COL	COL	13.0	15.1	16.1	14.1	12.5	
5)PIELROJA REG	COL	COL	17.5	15.6	14.0	13.7	11.8	
6)DERBY	COL	COL	13.2	13.5	12.7	12.4	11.1	
7)CAMPEON	COL	COL	1.5	0.7	2.0	2.2	2.5	
8)HIDALGOS	COL	COL	2.9	2.3	2.3	1.2	0.8	
9)PIELROJA F.	COL	COL	2.2	1.9	2.0	0.8	0.6	
10)MONTECARLO FIL	PRO	PRO	1.0	0.7	0.7	0.2	0.1	
11)NACIONAL FIL	NAL	COL	1.3	0.9	0.5	0.4	0.0	
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			82.5	88.4	86.0	86.3	88.2	
NON-FILTER			17.5	15.6	14.0	13.7	11.8	
PRICE SEGMENTATION %								
PREMIUM (US 0.85 AND UP)			--	--	--	--	--	
HIGH (US 0.55 TO 0.70)			16.4	15.5	17.2	20.3	23.7	
MEDIUM (US 0.40 TO 0.50)			39.9	42.1	43.0	40.3	38.2	
LOW (US 0.29 TO 0.35)			26.2	25.0	23.8	25.1	26.1	
ECONOMY (US 0.20 TO 0.25)			17.5	15.6	14.0	13.7	11.8	
TAR & NICOTINE SEGMENTATION %								
LOW (BELOW 15 MG)			1.0	0.7	0.7	0.2	0.1	
HIGH/FULL FLAVOR (ABOVE 15 MG)			99.0	99.3	99.3	99.8	99.9	

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COLOMBIA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	56.3	57.6	60.2	60.6	61.9	66.5
MIXED	19.8	19.9	19.0	22.7	24.6	18.7
BLACK	23.9	20.7	18.8	16.1	13.2	14.8
LENGTH SEGMENTATION %						
70 MM AND SHORTER	17.5	15.6	14.0	13.7	11.8	14.8
80 MM TO 85 MM	82.5	84.4	86.0	86.3	88.2	85.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.6	8.4	8.0	7.9	7.7	8.0
16 TO 19 CIGTS/PACK	12.7	11.6	14.0	13.7	11.8	--
20 CIGTS/PACK	71.9	76.0	78.0	78.4	80.5	92.0
PACK TYPE SEGMENTATION %						
SOFT PACK	83.6	84.5	82.8	79.7	76.3	75.8
FLIP TOP BOX	16.4	15.5	17.2	20.3	23.7	24.2

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COLOMBIA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	*	*	*	*	*	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Warning on TV advertising only.

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: COSTA RICA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.3	2.1	2.0	2.1	2.0	2.1
POPULATION TOTAL (MILLIONS)	2.7	2.8	2.9	3.0	3.2	3.2
PER CAPITA CONSUMPTION	857	750	690	700	625	653
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	20.1	--	21.6	22.6
% OF FEMALE POPULATION	--	--	10.2	--	10.9	12.0
% OF MALE POPULATION	--	--	29.5	--	30.6	33.3
COMPANY SHARES %						
1)REPUBLIC TOBACCO CO.	72.5	72.5	72.5	71.7	70.2	69.0
2)TABACALERA COSTARRICENSE, S.A.	27.5	27.5	27.5	28.3	29.8	31.0

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COSTA RICA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DELTA	B.A.T.	R.T.CO.	50.7	51.1	53.7	54.5	54.1	54.4
2)DERBY	B.A.T.	T.C.S.A.	20.6	20.9	21.6	22.5	23.9	24.8
3)MARLBORO	P.M.	T.C.S.A.	3.1	3.3	3.6	4.2	4.6	5.5
4)TICOS	B.A.T.	R.T.CO.	7.1	6.4	5.7	5.9	5.6	4.6
5)REX	B.A.T.	R.T.CO.	4.5	4.1	3.9	3.8	3.3	2.7
6)CAPRI	B.A.T.	R.T.CO.	4.3	3.8	3.4	3.0	2.7	2.2
7)BELMONT	B.A.T.	R.T.CO.	0.6	0.5	0.4	0.3	0.3	1.6
8)EMU	B.A.T.	R.T.CO.	1.6	2.3	1.8	1.5	1.3	1.0
9)KOOL	B.A.T.	R.T.CO.	0.5	0.6	0.5	0.6	0.7	0.6
10)VICEROY	B.A.T.	R.T.CO.	0.9	0.8	0.7	0.6	0.6	0.5
11)LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	0.8	1.2	0.5
12)TICOS (S/F)	B.A.T.	R.T.CO.	0.4	0.3	0.3	0.3	0.5	0.5
13)TEMPO	B.A.T.	R.T.CO.	--	--	0.7	0.4	0.4	0.3
14)MONTEREY	B.A.T.	T.C.S.A.	0.8	0.6	0.5	0.4	0.4	0.3
15)SAVOY	B.A.T.	T.C.S.A.	0.3	0.2	0.2	0.2	0.2	0.1
16)ROYAL	B.A.T.	T.C.S.A.	0.3	0.3	0.2	0.1	0.1	0.1
17)WEST	REEMSTMA	T.C.S.A.	0.6	0.4	0.2	0.2	0.1	--
18)FORTUNA	B.A.T.	T.C.S.A.	0.2	0.1	0.1	0.1	0.0	--
19)HILTON	B.A.T.	T.C.S.A.	--	0.5	0.3	0.1	0.0	--
OTHERS			2.9	2.4	1.8	0.8	0.6	0.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.3	96.7	96.7	97.2	97.1	96.2
FILTER MENTHOL			1.4	2.2	2.3	2.0	2.2	2.3
NON-FILTER			1.3	1.1	1.0	0.8	0.7	1.5
PRICE SEGMENTATION %								
PREMIUM A			--	--	--	--	--	--
PREMIUM B			10.2	9.7	9.4	9.6	9.6	9.5
HIGH			26.6	28.0	27.5	28.2	29.3	30.4
MEDIUM A			53.7	53.9	55.7	55.8	55.1	54.8
MEDIUM B			8.2	7.3	6.4	5.6	5.3	4.7
LOW			1.3	1.1	1.0	0.8	0.8	0.6

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COSTA RICA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.3	1.1	1.0	0.8	0.6	0.7
80 MM TO 85 MM	98.7	98.9	99.0	98.8	99.0	99.0
95 MM	--	--	--	0.4	0.4	0.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	75.0	73.8	73.2	71.4	68.0	66.5
FLIP TOP BOX	25.0	26.2	26.8	28.6	32.0	33.5
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.0	96.5	96.4	96.3	95.6	94.4
LOW	3.0	3.5	3.6	3.7	4.4	5.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(COSTA RICA)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: DOMINICAN REPUBLIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,466	4,462	4,570	4,405	4,349	4,429
POPULATION TOTAL (MILLIONS)	6.2	6.4	6.5	6.6	6.7	6.7
PER CAPITA CONSUMPTION	720	697	703	667	649	657
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.2	18.0	18.0	18.0	17.9	17.7
% OF FEMALE POPULATION	19.3	19.0	19.1	19.0	18.9	18.7
% OF MALE POPULATION	18.7	18.5	18.4	18.4	18.3	18.1
COMPANY SHARES % *						
1) E. LEON JIMENES, C. POR A. (PM)	65.1	69.9	70.7	73.1	74.2	78.3
2) COMPANIA ANOMINA TABACALERA	34.9	30.1	29.3	26.9	25.8	21.7
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1) MARLBORO / P.M. / E.L.J.	45.1	49.3	51.1	49.3	46.7	49.2
2) NACIONAL / E.L.J. / E.L.J.	16.6	18.3	19.6	24.0	27.5	28.6
3) MONTECARLO / C.A.T. / C.A.T.	26.4	22.2	19.1	16.6	15.0	12.4
4) CREMAS / C.A.T. / C.A.T.	3.0	2.7	3.5	2.6	2.7	2.3
5) CASINO / C.A.T. / C.A.T.	2.0	2.0	2.5	1.6	1.8	1.0

*Market shares for 1987-1991 based on tax stamps. In 1992, data based on industry exchange.

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(DOMINICAN REPUBLIC)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	89.2	90.8	90.0	90.2	89.8	90.5
FILTER MENTHOL	5.7	6.5	6.5	7.2	7.5	7.2
NON-FILTER	5.1	2.7	3.5	2.6	2.7	2.3
PRICE SEGMENTATION %						
HIGH	74.8	75.0	73.8	69.8	65.7	65.4
MEDIUM-HIGH	16.9	18.3	20.2	26.0	29.8	0.5
MEDIUM	8.3	6.7	6.0	4.2	4.5	28.6
MEDIUM-LOW	--	--	--	--	--	2.1
LOW	--	--	--	--	--	3.4
TAR & NICOTINE SEGMENTATION %						
LOW	6.0	6.5	7.1	7.1	6.9	7.6
HIGH/FULL FLAVOR	94.0	93.5	92.9	92.9	93.1	92.4
TOBACCO TYPE SEGMENTATION %						
BLOND (AMERICAN)	91.7	93.3	94.0	95.8	95.5	96.6
BLACK	8.3	6.7	6.0	4.2	4.5	3.4
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.1	--	--	0.1	--	--
80 MM TO 85 MM	99.9	100.0	100.0	99.9	100.0	100.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	76.0	74.5	76.0	76.0	76.5	77.3
20 CIGTS/PACK	24.0	25.5	24.0	24.0	23.5	22.7
PACK TYPE SEGMENTATION %						
SOFT PACK	87.0	86.3	85.5	85.5	86.6	85.2
FLIP TOP BOX	13.0	13.7	14.5	14.5	13.4	14.8

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(DOMINICAN REPUBLIC)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: ECUADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,604	3,076	3,069	3,045	2,949	3,024
POPULATION TOTAL (MILLIONS)	9.9	10.2	10.5	10.8	11.1	11.4
PER CAPITA CONSUMPTION	363	302	292	282	265	265
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	34.0	33.1	33.1	32.4	31.1
% OF FEMALE POPULATION	17.2	17.3	12.0	12.0	13.0	13.0
% OF MALE POPULATION	51.5	51.9	55.5	55.5	52.0	48.0
COMPANY SHARES %						
1) PROESA	80.9	81.3	80.1	79.5	79.5	78.6
2) EL PROGRESO	19.1	18.7	19.9	20.5	20.5	21.4

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(ECUADOR)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	P.M.I.	TANASA	39.1	40.1	36.1	35.4	34.6	33.8
2) LIDER	P.M.I.	TANASA	30.1	29.0	31.3	31.8	32.4	32.7
3) FULL SPEED	EL PROG.	EL PROGRESO	11.8	13.1	15.9	17.3	17.7	17.7
4) MARLBORO	P.M.I	TANASA	8.9	10.4	9.2	9.3	9.8	10.1
5) SUPERIOR	P.M.I.	TANASA	0.8	0.6	3.0	2.7	2.4	2.0
6) RUBIOS	EL PROG.	EL PROGRESO	--	--	--	--	--	1.6
7) KING	EL PROG.	EL PROGRESO	1.5	1.5	1.1	1.1	1.1	1.2
8) MONT BLANC	EL PROG.	EL PROGRESO	--	--	--	--	0.5	0.7
9) DORAL	EL PROG.	EL PROGRESO	4.4	2.9	2.1	1.2	0.8	0.2
10) CHESTERFIELD	P.M.I.	TANASA	0.9	0.5	0.5	0.4	0.4	--
11) SALEM	R.J. REYNOLDS	EL PROGRESO	0.7	0.9	0.8	0.8	0.3	--
OTHERS			0.1	<0.1	--	--	0.5	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL) REGULAR			12.6	13.9	14.7	15.7	16.2	15.9
FILTER MENTHOL			0.9	0.9	1.7	0.8	0.8	0.7
NON-FILTER			12.0	12.2	13.1	15.2	15.1	15.0
FILTER CHARCOAL			74.5	72.4	70.4	68.4	67.9	68.4
PRICE SEGMENTATION %								
PREMIUM			49.8	52.0	46.6	45.9	45.0	43.8
HIGH			35.2	32.3	33.4	33.0	33.8	33.6
MEDIUM			1.2	0.8	--	--	--	1.6
LOW			1.2	1.2	1.1	1.1	1.1	1.2
ECONOMY			12.6	13.7	18.9	20.0	20.1	19.8
TAR & NICOTINE SEGMENTATION %								
MEDIUM			37.6	35.0	36.2	36.2	37.2	38.9
HIGH/FULL FLAVOR			62.4	65.0	63.8	63.8	62.8	61.1
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			87.4	86.3	81.1	80.0	79.9	80.3
BLACK			12.6	13.7	18.9	20.0	20.1	19.7

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(ECUADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	12.0	12.2	13.1	15.2	15.1	15.0
80 MM to 85 MM	88.0	87.8	86.9	84.8	84.9	85.0
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.5	3.6	2.5	3.3	3.9	5.8
20 CIGTS/PACK	96.5	96.4	97.5	96.7	96.1	94.2
PACK TYPE SEGMENTATION %						
SOFT PACK	17.5	16.9	14.4	18.4	19.0	22.2
FLIP TOP BOX	82.5	83.1	85.6	81.6	81.0	77.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: EL SALVADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,930	1,876	1,407	1,559	1,426	1,273
POPULATION TOTAL (MILLIONS)	4.9	5.2	5.3	5.3	5.4	5.5
PER CAPITA CONSUMPTION	394	361	265	296	264	231
SMOKER INCIDENCE						
% of TOTAL POPULATION	20.2	22.4	20.5	20.4	19.4	19.4
% OF FEMALE POPULATION	3.9	5.6	4.7	4.9	2.4	2.4
% of MALE POPULATION	35.2	37.8	36.5	35.9	36.3	36.3
COMPANY SHARES %						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	75.1	78.4	73.7	74.5	72.3	72.3
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	20.9	21.6	26.3	25.5	27.7	27.7

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(EL SALVADOR)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DELTA	B.A.T	MORAZAN	57.8	57.4	57.3	58.6	57.6	58.6
2)DIPLOMAT	P.M.I.	TASASA	10.8	12.3	15.6	14.8	17.1	17.9
3)MARLBORO	P.M.I.	TASASA	4.9	4.8	6.0	6.0	6.1	7.2
4)CASINO	B.A.T.	MORAZAN	10.6	10.0	8.3	7.2	6.8	5.5
5)REX	B.A.T.	MORAZAN	4.0	3.9	2.8	2.5	2.1	2.3
6)YORK	B.A.T.	MORAZAN	1.9	3.6	2.7	1.8	1.8	1.8
7)BARONET	P.M.I.	TASASA	4.5	4.0	3.7	2.5	2.3	1.6
8)WINDSOR	B.A.T.	MORAZAN	2.3	2.0	1.5	1.3	1.2	1.2
9)L&M KS	P.M.I.	TASASA	--	--	--	0.4	1.7	1.0
10)FREE	B.A.T.	MORAZAN	--	--	--	--	--	0.8
11)IMPERIAL	B.A.T.	MORAZAN	--	--	--	1.9	1.2	0.7
12)LUCKY STRIKE	B.A.T.	MORAZAN	--	--	--	--	0.8	0.7
13)VICEROY	B.A.T.	MORAZAN	0.7	0.5	0.5	0.5	0.4	0.3
14)KOOL	B.A.T.	MORAZAN	--	--	--	0.3	0.2	0.2
15)POLAR	B.A.T.	MORAZAN	1.4	0.8	0.4	0.3	0.2	0.2
16)MASTER	P.M.I.	TASASA	--	--	--	1.2	0.5	--
17)LIDER	P.M.I.	TASASA	--	--	0.8	0.5	0.0	--
18)CARIBE	P.M.I.	TASASA	0.3	0.3	0.3	0.1	0.0	--
19)FIESTA	B.A.T.	MORAZAN	0.1	0.1	0.1	0.1	0.0	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			92.6	91.8	90.6	91.3	90.4	89.8
FILTER MENTHOL			7.3	7.9	9.4	8.7	9.6	10.2
NON-FILTER			0.1	0.0	0.0	0.0	0.0	0.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			95.4	96.1	96.2	96.8	97.0	95.8
LOW			4.6	3.9	3.8	3.2	3.0	4.2
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			100	100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(EL SALVADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.4	0.4	0.2	0.0	0.0
80 MM TO 85 MM	86.3	83.0	74.8	76.5	73.1	70.8
100 MM	13.3	16.6	24.8	23.8	26.9	29.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.5	95.8	94.5	93.5	91.5	90.6
FLIP TOP BOX	4.5	4.2	5.5	6.5	8.5	9.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(EL SALVADOR)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: GUATEMALA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,998	1,933	1,927	1,804	1,778	1,879
POPULATION TOTAL (MILLIONS)	9.4	9.2	9.3	9.4	9.5	9.6
PER CAPITA CONSUMPTION	213	210	207	192	187	195
COMPANY SHARES %						
1) TACASA (PMI)	48.7	51.1	49.8	51.6	52.9	56.3
2) TNSA (BAT)	51.3	48.9	50.2	48.4	47.1	43.7
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1) RUBIOS P.M.I. TACASA	41.4	43.0	41.2	43.1	46.5	49.8
2) CASINO B.A.T. TNSA	17.4	16.1	17.9	17.0	17.0	19.6
3) BELMONT B.A.T. TNSA	18.9	20.3	20.4	15.6	11.8	12.4
4) MONTANA B.A.T. TNSA	--	--	--	--	9.9	7.3
5) MARLBORO P.M.I. TACASA	2.8	3.2	3.6	3.4	3.9	5.1
6) PAYASOS B.A.T. TNSA	2.4	2.1	2.1	2.1	2.1	1.8
7) IMPERIAL B.A.T. TNSA	--	--	1.2	7.9	3.2	1.6
8) DIPLOMAT P.M.I. TACASA	1.4	1.8	1.9	1.5	1.4	1.2
9) RECORD B.A.T. TNSA	4.2	3.5	3.1	2.3	1.0	0.4
10) VICEROY B.A.T. TNSA	0.5	0.5	0.5	0.3	0.3	0.2
11) HILTON B.A.T. TNSA	5.0	3.9	3.3	2.1	1.0	--
12) DERBY P.M.I. TACASA	--	3.1	2.7	2.0	1.0	--
13) PLAZA B.A.T. TNSA	1.6	1.4	1.1	0.6	0.3	--
14) ALAS B.A.T. TNSA	0.3	0.2	0.2	--	--	--
OTHERS B.A.T.	4.1	0.9	0.8	2.1	0.6	0.6
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	88.0	86.7	84.9	87.0	86.4	86.1
FILTER MENTHOL	9.6	11.2	13.0	10.9	11.5	13.3
NON-FILTER	2.4	2.1	2.1	2.1	2.1	0.6

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(GUATEMALA)	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
HIGH	3.3	3.8	4.1	3.7	4.2	5.4
MED-HIGH	23.2	24.3	24.4	18.1	13.8	13.8
MEDIUM	57.7	58.6	59.9	67.9	72.8	73.1
MED-LOW	13.4	11.2	9.5	8.2	7.1	5.8
LOW	2.4	2.1	2.1	2.1	2.1	1.9
TAR & NICOTINE SEGMENTATION %						
LOW	2.5	2.8	3.2	2.6	3.3	3.0
HIGH/FULL FLAVOR	97.5	97.2	96.8	97.4	96.7	97.0
TOBACCO TYPE SEGMENTATION %						
BLACK	2.4	2.1	2.1	2.1	2.1	1.8
BLOND	97.6	97.9	97.9	97.9	97.9	98.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	16.0	13.5	11.7	10.4	9.3	7.5
80 MM to 85 MM	74.9	77.8	80.4	84.0	87.3	90.5
90 MM TO 99 MM	7.7	6.9	6.0	4.1	2.1	0.6
OVER 100 MM	1.4	1.8	1.9	1.5	1.3	1.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	95.1	82.1	71.4
10 CIGTS/PACK	--	--	--	4.9	17.9	28.6
PACK TYPE SEGMENTATION %						
SOFT PACK	96.3	94.5	94.7	95.4	95.2	94.0
FLIP TOP BOX	3.7	5.5	5.3	4.6	4.8	6.0

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(GUATEMALA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: MEXICO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION(BILLIONS)	50.6	46.4	51.3	52.5	51.6	52.4
POPULATION TOTAL (MILLIONS)	81.9	83.3	84.6	81.2	82.1	83.2
PER CAPITA CONSUMPTION	618	557	606	646	629	631
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.0	36.9	35.6	36.2	32.9	32.8
% OF FEMALE POPULATION	11.0	11.0	11.0	11.0	10.0	9.0
% OF MALE POPULATION	31.0	31.0	29.0	30.0	28.0	26.0
COMPANY SHARES %						
1) MODERNA	60.1	59.6	59.1	58.0	57.2	55.8
2) CIGATAM	39.9	40.4	40.9	42.0	42.8	44.2

2054136904

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(MEXICO)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	CIGATAM	14.7	16.0	20.5	24.7	26.6	27.1
2) RALEIGH	MODERNA	MODERNA	21.4	21.1	23.0	24.7	23.8	22.3
3) MONTANA	MODERNA	MODERNA	5.7	8.0	8.9	8.5	8.9	10.4
4) FIESTA	MODERNA	MODERNA	15.4	13.6	12.8	11.7	11.2	10.2
5) DELICADOS	CIGATAM	CIGATAM	10.1	9.9	8.4	7.2	7.3	8.3
6) ALAS	MODERNA	MODERNA	7.6	7.4	6.1	5.4	5.4	5.7
7) FAROS	CIGATAM	CIGATAM	5.4	5.7	4.4	3.8	3.7	4.3
8) VICEROY	MODERNA	MODERNA	2.0	1.9	1.8	1.9	2.4	2.3
9) BENSON&HEDGES	PM	CIGATAM	1.1	1.4	2.0	2.2	2.1	2.0
10) BARONET	CIGATAM	CIGATAM	4.5	3.1	2.9	2.4	1.8	1.4
11) GRATOS	MODERNA	MODERNA	-	0.9	1.0	0.9	0.9	0.9
12) SALEM	RJR	MODERNA	0.4	0.5	0.6	0.8	0.9	0.8
13) DEL PRADO	MODERNA	MODERNA	1.7	1.6	1.2	0.9	0.9	0.8
14) DALTON	CIGATAM	CIGATAM	1.7	2.8	1.5	0.8	0.6	0.7
15) ARGENTINOS	MODERNA	MODERNA	1.0	0.9	0.7	0.6	0.5	0.5
16) BOHEMIOS	MODERNA	MODERNA	1.2	0.9	0.4	0.3	0.2	0.2
17) KENT	MODERNA	MODERNA	-	0.9	0.9	1.0	0.7	0.0
18) OTHERS			5.2	3.4	2.9	2.2	2.1	2.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			70.0	71.4	75.0	77.9	79.3	77.5
FILTER MENTHOL			1.1	1.3	1.6	1.9	2.0	1.9
NON-FILTER			28.0	26.2	22.3	19.1	17.6	19.5
NON-FILTER MENTHOL			0.9	1.1	1.1	1.1	1.1	1.1
PRICE SEGMENTATION %								
HIGH			42.3	42.8	49.9	56.1	57.5	55.6
MEDIUM			29.8	29.9	27.8	24.9	23.8	23.8
LOW			27.9	27.3	22.3	19.0	18.7	20.6

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(MEXICO)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12.0 MG)	3.2	3.4	4.0	5.0	6.0	7.5
MEDIUM (13.0 - 15.0 MG)	7.1	6.5	4.4	3.4	2.6	2.2
HIGH/FULL FLAVOR (15.0 - 20.0 MG)	89.7	90.1	91.6	91.6	91.4	90.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	41.0	42.3	49.9	55.9	57.5	55.4
MIXED	30.3	30.0	27.7	25.0	23.7	23.6
BLACK	28.7	27.7	22.4	19.1	18.9	21.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	30.8	29.5	29.7	30.5	29.0	27.3
71 MM TO 79 MM	18.8	19.5	15.8	13.3	13.6	15.7
80 MM to 85 MM	49.3	49.6	52.8	54.2	55.1	55.0
100 MM	1.1	1.4	1.7	2.0	2.3	2.0
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	7.1	8.1	5.9	4.5	4.2	4.9
16 TO 19 CIGTS/PACK	14.6	14.3	11.2	9.6	9.6	10.7
20 CIGTS/PACK	78.3	77.6	82.9	85.9	86.2	84.4
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	23.0	26.6	29.7	31.8	32.9	34.4
SOFT PACK	77.0	73.4	70.3	68.2	67.1	65.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

2054136906

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(MEXICO)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO

2054136907

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: PANAMA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	809.7	671.4	618.4	775.2	746.1	704.2
POPULATION TOTAL (MILLIONS)	2,146	2,199	2,254	2,315	2,373	2,985
PER CAPITA CONSUMPTION	377	305	274	335	314	236
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	19.0	N.A.	17.6
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	7.0	N.A.	5.3
% OF MALE POPULATION	N.A.	N.A.	N.A.	32.0	N.A.	30.3
COMPANY SHARES %						
1) TISA (B.A.T.)	60.4	60.4	63.5	64.1	64.5	65.6
2) TABACAL (P.M.I.)	39.6	39.6	36.5	35.9	35.5	34.4
BRAND FAMILY SHARES %						

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) VICEROY	B.A.T.	TISA	33.8	32.9	32.7	31.8	31.3	28.4
2) MARLBORO	P.M.I.	TABACAL	21.6	21.4	19.3	20.1	19.1	18.8
3) KOOL	B.A.T.	TISA	13.1	13.0	13.7	14.6	15.2	14.6
4) LUCKY STRIKE	B.A.T.	TISA	1.8	3.0	5.0	7.2	8.6	13.2
5) MENTOLADOS	TABACAL	TABACAL	8.1	8.5	8.4	7.5	7.3	6.2
6) L&M	P.M.I.	TABACAL	-	-	-	0.7	3.7	6.1
7) RECORD	B.A.T.	TISA	3.9	4.2	4.7	3.9	4.0	4.2
8) IMPERIAL	B.A.T.	TISA	3.0	3.1	3.3	3.0	3.0	3.3
9) BELMONT	B.A.T.	TISA	4.0	3.7	3.6	2.6	2.2	1.5
10) MERIT	P.M.I.	TABACAL	1.9	2.0	1.8	1.6	1.4	1.3
11) WEST	REEMTSMA	TABACAL	3.7	3.6	3.5	3.1	1.9	1.2
12) MONTEREY	TABACAL	TABACAL	1.6	1.5	1.3	1.1	0.7	0.6
13) NACIONAL	TABACAL	TABACAL	0.8	0.8	0.6	0.6	0.4	0.2
14) PARLIAMENT	P.M.I.	TABACAL	0.6	0.6	0.5	0.4	0.4	0.2
OTHERS			3.9	4.7	6.6	1.8	0.8	0.2

2054136908

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(PANAMA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	75.4	74.8	74.1	74.8	74.5	73.8
FILTER MENTHOL	24.6	25.2	25.9	25.2	25.5	26.2
PRICE SEGMENTATION %						
PREMIUM	0.2	0.2	0.2	0.2	0.2	0.2
HIGH	71.6	70.3	68.4	68.7	67.6	62.9
MEDIUM	13.0	13.0	12.7	10.7	9.9	8.1
LOW	15.2	16.5	18.7	20.4	22.3	28.8
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5MG)	3.6	4.2	4.3	4.4	4.9	5.7
HIGH/FULL FLAVOR (15.0-17.0 MG)	96.4	95.8	95.7	95.6	95.1	94.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 MM to 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	55.4	57.8	59.7	58.7	59.9	63.6
20 CIGTS/PACK	44.6	42.2	40.3	41.3	40.1	36.4
PACK TYPE SEGMENTATION %						
SOFT PACK	86.7	87.0	87.3	83.4	75.9	64.2
FLIP TOP BOX	13.3	13.0	12.7	16.1	24.1	35.8

2054136909

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(PANAMA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: PUERTO RICO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,301	3,188	3,082.6	2,924	3,010.4	2,984.0
LOCAL MANUFACTURE	2,724	2,538	2,379	2,114	2,103	2,115
IMPORTED FROM USA	577	608	600	706	804	737
IMPORTED FROM GUATEMALA	--	42	104	104	104	79
IMPORTED FROM PANAMA	--	--	--	--	--	53
POPULATION TOTAL (MILLIONS)	3.3	3.3	3.3	3.3	3.5	3.5
PER CAPITA CONSUMPTION	1,000	966	934	885	860	853
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.1	22.1	N/A	42.5	41.6	20.5
% OF FEMALE POPULATION	12.0	12.0	N/A	39.8	38.8	38.1
% OF MALE POPULATION	31.0	31.0	N/A	45.5	44.6	61.9
COMPANY SHARES %						
1) R.J. REYNOLDS	74.1	79.6	77.2	72.3	69.8	70.9
2) PHILIP MORRIS	12.2	13.1	12.6	16.3	18.8	18.4
OTHERS	13.7	7.3	10.2	11.4	11.4	10.7
BRAND FAMILY SHARES %						

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	62.6	70.4	68.6	63.4	61.5	62.3
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	5.3	6.0	5.8	8.1	9.9	8.6
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	9.6	8.5	8.0	8.0	7.9	8.0
4) MERIT	PHILIP MORRIS	PHILIP MORRIS	5.0	5.1	4.9	5.9	5.9	4.9
OTHERS			17.5	10.0	12.7	14.6	14.8	16.2

2054136911

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(PUERTO RICO)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	85.0	85.4	84.6	83.3	83.6	82.8
FILTER MENTHOL	14.0	14.4	15.2	16.5	16.3	17.1
NON-FILTER	1.0	0.2	0.2	0.2	0.1	0.1
TAR & NICOTINE SEGMENTATION %						
LOW	13.0	6.4	6.4	8.0	9.0	9.9
FULL FLAVOR	87.0	93.6	93.6	92.0	91.0	90.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	1.0	1.0	0.2	0.1	0.1
80 MM to 85 MM	97.0	97.0	97.0	97.2	97.0	97.0
100 MM	2.0	2.0	2.0	2.6	2.9	2.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	14.4	14.2	14.2	14.0	16.1	14.4
14 CIGTS/PACK	0.7	0.9	1.2	4.9	9.0	9.0
20 CIGTS/PACK	84.3	84.2	84.6	81.1	74.9	76.6
PACK TYPE SEGMENTATION %						
SOFT PACK	23.0	7.0	7.0	7.0	7.0	7.0
FLIP TOP BOX	77.0	93.0	93.0	93.0	93.0	93.0

2054136912

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(PUERTO RICO)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2054136913

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: URUGUAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5	3,486.4
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	1,045	1,067	1,103	1,048	1,085	1,162
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.0	34.0	34.0	37.0	35.0	32.0
% OF FEMALE POPULATION	49.0	49.0	49.0	14.0	45.0	44.0
% OF MALE POPULATION	51.0	51.0	51.0	23.0	54.0	56.0
COMPANY SHARES %						
1) MAILHOS GROUP	77.3	77.3	77.3	76.1	74.8	74.5
2) A.H.S.A. - PHILIP MORRIS	22.7	22.7	22.7	23.9	25.2	25.5

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(URUGUAY)		1987	1988	1989	1990	1991	1992
BRAND SHARES %							
BRAND NAME	MANUFACTURER						
1) NEVADA	MAILHOS	37.7	39.0	39.6	39.0	37.4	39.1
2) CORONADO	MAILHOS	17.3	17.8	17.9	17.2	16.2	15.9
3) CASINO 80	AHSA	13.1	13.0	12.8	13.0	13.4	13.0
4) FIESTA LIGHTS	AHSA	1.7	2.5	3.7	5.0	6.6	7.2
5) J&M LIGHTS	MAILHOS	4.2	4.4	4.6	5.0	5.6	5.8
6) NEVADA LIGHTS BOX	MAILHOS	--	--	--	--	1.0	2.5
7) MARLBORO	AHSA	1.9	1.7	1.7	1.9	2.1	2.3
8) CORONADO UL. LIGHTS	MAILHOS	3.0	3.0	2.9	2.4	2.2	2.1
9) CORONADO LIGHTS	MAILHOS	0.2	0.1	0.5	1.9	2.0	1.5
10) J&M	MAILHOS	3.4	2.6	2.1	1.9	1.8	1.5
11) LA PAZ EXTRA	MAILHOS	3.0	2.5	2.3	2.0	1.7	1.5
12) GALAXY	AHSA	3.4	2.7	2.3	2.0	1.4	1.1
13) RICHMOND	MAILHOS	1.2	1.2	1.1	1.1	1.0	1.0
14) LA PAZ C/F	MAILHOS	1.5	1.3	1.2	1.0	0.9	0.8
15) RICHMOND LIGHTS	MAILHOS	0.8	0.8	0.8	0.6	0.7	0.8
16) MARLBORO LIGHTS	AHSA	--	--	--	--	--	0.4
OTHERS		5.9	6.0	5.1	7.3	6.0	3.5
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		95.5	96.2	96.6	96.9	97.3	97.7
FILTER MENTHOL		0.1	0.1	--	0.1	0.1	--
NON-FILTER		4.4	3.9	3.4	3.0	2.6	2.3
PRICE SEGMENTATION %							
PREMIUM		2.0	1.9	1.9	2.0	1.9	2.3
HIGH		68.1	69.2	70.6	71.0	71.2	72.5
MEDIUM		23.4	22.1	21.3	21.3	21.9	21.0
LOW		6.5	6.8	6.2	5.7	5.0	4.2
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (0 TO 6 MG)		2.0	0.1	--	--	--	--
LOW (6 MG TO 9 MG)		5.2	5.3	5.2	4.4	3.6	2.3
MEDIUM (10 MG TO 15 MG)		7.9	8.6	44.1	48.6	31.4	33.8
HIGH/FULL FLAVOR (15 MG ABOVE)		84.9	86.0	50.7	47.0	65.0	63.9

2054136915

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(URUGUAY)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	93.5	94.6	95.1	95.7	96.4	96.9
BLACK	6.5	5.4	4.9	4.3	3.6	3.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	5.2	4.4	4.0	3.4	2.9	2.6
80 MM to 85 MM	93.2	94.3	94.8	95.6	96.4	96.8
100 MM	1.6	1.3	1.2	1.0	0.7	0.6
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.8	5.6	5.4	5.4	5.4	5.3
16 TO 19 CIGTS/PACK	5.1	4.2	3.9	3.3	2.8	2.5
20 CIGTS/PACK	88.9	90.1	90.6	91.2	91.7	92.1
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.6	96.7	95.0	91.9	88.4	80.4
FLIP TOP BOX	2.4	3.3	5.0	8.1	11.6	19.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2054136916

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(URUGUAY)		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS							
ROLL YOUR OWN (THOUSAND KILOS)		757.3	829.0	856.0	1,047.0	983.7	880.3

2054136917

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: VENEZUELA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,380	17,800	17,292	15,862	12,656	13,367
POPULATION TOTAL (MILLIONS)	18.3	18.7	19.2	19.7	18.1	19.0
PER CAPITA CONSUMPTION	951	949	898	804	699	703
SMOKER INCIDENCE						
% OF TOTAL POPULATION	20.0	20.0	19.0	30.0	25.0	23.0
% OF FEMALE POPULATION	43.0	43.0	43.0	34.0	23.0	18.0
% OF MALE POPULATION	57.0	57.0	57.0	27.0	26.0	27.0
COMPANY SHARES %						
1) BIGOTT (B.A.T.)	76.5	76.5	73.0	75.7	76.9	71.6
2) CATANA	23.5	23.5	27.0	24.3	23.1	28.4

2054136918

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(VENEZUELA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	42.8	47.2	45.7	40.5	40.6	39.0
2) CONSUL	B.A.T.	BIGOTT	33.1	31.8	22.9	34.3	35.6	32.0
3) ASTOR	CATANA	CATANA	12.1	11.3	13.5	9.4	13.5	17.6
4) MARLBORO	P. MORRIS	CATANA	1.6	2.0	2.5	3.7	3.6	6.0
5) FORTUNA	CATANA	CATANA	--	--	10.7	11.0	6.0	4.4
6) VICEROY	B.A.T.	BIGOTT	0.5	0.5	0.5	0.5	0.3	0.2
7) YORK	CATANA	CATANA	2.0	1.2	1.5	--	--	--
8) LIDER	P. MORRIS	CATANA	2.2	1.3	1.1	--	--	--
9) OTHERS			5.7	4.7	1.6	0.6	0.4	0.8
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
PRICE SEGMENTATION %								
PREMIUM			1.4	1.5	3.2	1.5	4.3	6.6
HIGH			59.0	54.1	59.3	43.2	40.7	39.4
MEDIUM			39.6	39.2	26.9	--	--	--
LOW			---	5.2	10.6	55.3	55.0	54.0

2054136919

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(VENEZUELA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	95.7	95.9	95.1	95.9	94.8	92.2
80 MM to 85 MM	3.9	3.6	4.4	3.5	4.6	7.2
100 MM	0.4	0.5	0.5	0.6	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	96.9	95.9	94.3	89.3	85.1	82.8
10 CIGTS/PACK	2.9	3.9	5.6	10.7	14.9	17.2
14 CIGTS/PACK	0.2	0.2	0.1	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	96.9	96.8	96.0	96.6	95.4	92.9
FLIP TOP BOX	3.1	3.2	4.0	3.4	4.6	7.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	3/2	3/2	2	2
B) RADIO	2	2	3/2	3/2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1/2	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	7.1	--	--	--	--	--
HIGH/FULL FLAVOR (10.0 MG AND ABOVE;						
Nicotine: 0.70 MG AND ABOVE)	92.8	99.9	99.9	99.9	99.9	99.9

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(VENEZUELA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2054136921

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

CANADA

2054136922

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

VI. CANADA

2054136923

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: CANADA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,419	50,915	47,430	45,710	38,907	34,860
POPULATION TOTAL (MILLIONS)	25.9	26.1	26.2	26.4	26.8	27.3
PER CAPITA CONSUMPTION	2,027	1,951	1,808	1,727	1,453	1,279
COMPANY SHARES %						
1) IMPERIAL	54.6	56.3	58.0	60.3	62.1	66.6
2) ROTHMANS, BENSON & HEDGES*	28.8	27.0	25.1	23.3	22.4	20.8
3) MACDONALD	16.6	16.7	16.9	16.4	15.5	12.6
BRAND FAMILY SHARES %						

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PLAYERS	B.A.T.	IMPERIAL	23.5	24.9	25.5	26.2	27.4	30.2
2) DU MAURIER	B.A.T.	IMPERIAL	19.7	20.3	21.6	23.6	24.7	26.4
3) EXPORT	R.J. REYNOLDS	MACDONALD	12.9	14.1	14.7	14.6	13.8	11.2
4) MATINEE	B.A.T.	IMPERIAL	5.6	5.8	6.1	6.0	5.8	6.0
5) CRAVEN	ROTHMANS	R.B.H.	7.5	6.9	6.4	6.0	5.8	5.5
6) ROTHMANS	ROTHMANS	R.B.H.	7.0	6.8	6.3	5.9	5.7	5.2
7) BENSON & HEDGES	PHILIP MORRIS	R.B.H.	4.1	3.8	3.6	3.4	3.5	3.5
8) BELVEDERE	PHILIP MORRIS	R.B.H.	2.6	2.6	2.4	2.3	2.0	1.8
9) NUMBER 7	ROTHMANS	R.B.H.	2.8	2.2	1.9	1.8	1.7	1.7
10) CAMEO	B.A.T.	IMPERIAL	1.7	1.7	1.6	1.6	1.6	1.6
11) VISCOUNT	PHILIP MORRIS	R.B.H.	1.4	1.3	1.3	1.2	1.2	1.2
12) PETER JACKSON	B.A.T.	IMPERIAL	2.1	1.8	1.5	1.3	1.1	1.1
13) MARK TEN	PHILIP MORRIS	R.B.H.	1.9	1.8	1.7	1.5	1.2	0.9
14) VANTAGE	R.J. REYNOLDS	MACDONALD	1.0	1.1	1.1	0.9	0.9	0.7
15) MACDONALD	R.J. REYNOLDS	MACDONALD	2.6	1.4	1.1	0.9	0.8	0.6

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(CANADA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
REGULAR SIZE	50.3	51.2	51.7	51.4	50.1	47.4
KING SIZE	44.6	43.6	42.9	43.2	44.0	46.1
100 MM	5.1	5.2	5.4	5.4	5.9	6.5
MARKET SEGMENTATION %						
FILTER	98.4	98.6	98.7	98.8	98.9	99.0
PLAIN	1.6	1.4	1.3	1.2	1.1	1.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	0.5	0.7	0.5	0.3	0.3	0.2
VIRGINIA	99.5	99.3	99.5	99.7	99.7	99.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	2	2
D) MAGAZINES	1	1	1	1	2	2
E) COUPONS	3	3	3	3	2	2
F) POINT OF SALE	1	1	1	1	2	2
G) BILLBOARDS	3	3	3	3	2	2
H) CINEMA	1	1	1	1	2	2

I) SAMPLING (12 MONTHS ON NEW INTRODUCTION

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(CANADA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
*CIGARS (MILLIONS)	261.0	239.0	231.0	190.2	337.7	N.A.

*(LOCAL PRODUCTION. DOES NOT INCLUDE IMPORTS WHICH REPRESENT A SUBSTANTIAL PART OF THE MARKET).

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

VII. U.S.A MARKET

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

USA

2054136927

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

NAME OF MARKET: U.S.A.

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	570,034	557,803	523,587	521,811	509,217	507,030
POPULATION TOTAL (MILLIONS)	243.1	246.0	248.3	250.4	252.5	254.5
PER CAPITA CONSUMPTION	2,345	2,267	2,109	2,084	2,017	1,992
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.3	29.0	28.8	29.1	27.7	26.8
% OF FEMALE POPULATION	28.4	27.0	26.9	27.3	26.0	25.2
% OF MALE POPULATION	32.5	31.1	30.8	31.1	29.7	28.6
COMPANY SHARES %						
1) PHILIP MORRIS	37.8	39.3	41.9	42.3	43.3	42.3
2) R.J. REYNOLDS	32.5	31.8	28.5	29.6	27.8	28.8
3) BROWN & WILLIAMSON	11.0	10.9	11.4	10.3	11.1	11.9
4) LORILLARD	8.2	8.2	7.9	7.6	7.3	7.2
5) AMERICAN BRANDS	6.9	7.0	7.0	6.8	7.0	6.8
6) LIGGETT	3.5	2.8	3.3	3.4	3.4	3.0

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

2054136928

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(U.S.A.)

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	23.6	24.9	26.4	26.0	25.8	24.4
2) WINSTON	R.J. REYNOLDS	11.1	10.8	9.0	8.8	7.5	6.8
3) SALEM	R.J. REYNOLDS	7.7	7.3	6.2	6.2	5.5	4.9
4) NEWPORT	LORILLARD	4.2	4.4	4.7	4.6	4.7	4.8
5) DORAL	R.J. REYNOLDS	3.0	3.4	3.6	4.3	4.6	4.4
6) KOOL	BROWN & WILLIAMSON	6.0	6.0	6.0	4.9	4.6	4.3
7) GPC BLACK & WHITE	BROWN & WILLIAMSON	1.6	1.4	1.1	1.3	2.1	4.2
8) CAMEL	R.J. REYNOLDS	4.2	4.3	3.9	4.4	4.0	4.1
9) BENSON & HEDGES	PHILIP MORRIS	4.2	3.9	3.9	3.6	3.2	3.0
10) MERIT	PHILIP MORRIS	3.9	3.8	3.8	3.5	3.1	3.0
11) VIRGINIA SLIMS	PHILIP MORRIS	3.1	3.0	3.2	3.1	2.8	2.6
12) BEST VALUE-BLACK & WHITE	AMERICAN	-	-	-	0.2	1.0	2.5
13) BASIC BLACK & WHITE	PHILIP MORRIS	-	-	-	0.1	0.9	2.3
14) CAMBRIDGE	PHILIP MORRIS	1.1	1.8	2.3	2.5	2.8	2.0
15) VANTAGE	R.J. REYNOLDS	3.1	3.0	2.5	2.4	2.0	1.7
16) OTHERS		19.9	18.8	20.4	21.5	23.5	25.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		67.2	67.8	68.5	69.7	70.4	70.6
FILTER MENTHOL		27.7	27.5	27.1	26.3	25.9	26.0
NON-FILTER		5.1	4.7	4.3	4.0	3.7	3.4
PRICE SEGMENTATION %							
HIGH		89.8	88.9	85.2	80.8	75.0	69.8
ECONOMY*		10.2	11.1	14.8	19.2	25.0	30.2

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Generics, Montclair, American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra, Viceroy, Bucks) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

2054136929

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(USA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 MG)	10.6	11.2	11.5	12.0	12.5	12.6
MEDIUM (7 MG- 15 MG)	39.9	40.1	43.2	40.5	41.5	41.5
HIGH/FULL FLAVOR (16+ MG)	44.4	44.0	41.0	43.5	42.3	42.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2054136930

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(U.S.A.)

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.2	2.0	1.8	1.7	1.5	1.3
80 mm to 85 MM	57.2	57.2	57.1	56.8	56.5	56.1
100 MM	38.2	38.4	38.6	39.1	39.8	40.6
OVER 100 MM (120's)	2.4	2.4	2.5	2.3	2.2	2.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.6	98.2	98.6	98.8	99.1	99.3
25 CIGTS/PACK	2.4	1.8	1.4	1.2	0.9	0.7
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	78.5	76.8	76.4	74.7	73.5
FLIP TOP BOX	19.6	21.5	23.2	23.6	25.3	26.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	**1	**1	**1	**1	**1
H) CINEMA	1	1	1	***2	***2	***2
I) SAMPLING	*3	*3	*3	3	3	3
J) TRANSIT	-	-	-	-	+3	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.
**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.
***Not used based on internal policy decision.
+Banned in Boston and San Francisco

2054136931

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000

(U.S.A.)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	*NO	*NO	*NO
B) CARTONS	NO	NO	NO	*NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	2,768.4	2,541	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	13,756	12,506	N.A.	N.A.	N.A.	N.A.
LITTLE CIGARS	453.5	1,166	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND LBS.)	3,396	3,871	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND LBS.)	76,394	74,691	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND LBS.)	45,093	47,809	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
KRETEK (MILLIONS)	44,922	41,283	N.A.	N.A.	N.A.	N.A.

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

2054136932

Source: https://www.industrydocuments.ucsf.edu/docs/tlgl0000